



The Kavery Engineering College

(Approved by AICTE, New Delhi & Affiliated to Anna University)
Mecheri, Mettur Tk. Salem Dt - 636 453.

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

PROGRAMME: MASTER OF BUSINESS ADMINISTRATION

VISION

- ❖ To inspire new leaders in management and turnout successful managers and entrepreneurs with social responsibility.

MISSION

- ❖ To equip students with knowledge, skills and ethics to execute managerial responsibilities.
- ❖ To enable students to develop an appropriate internal locus and a sense of corporate social responsibility.
- ❖ Empower the students to enhance entrepreneurial potential.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- ❖ To have a thorough understanding of the core aspects of the business.
- ❖ To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- ❖ To prepare them to have a holistic approach towards management functions.
- ❖ To inspire and make them practice ethical standards in business.

PROGRAM OUTCOMES (POs)

- ❖ Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
- ❖ Problem analysis: Identify, formulate, review research literature, and analyse complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- ❖ Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental



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- ❖ **Conduct Investigations of Complex Problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
 - ❖ **Modern Tool Usage:** Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.
 - ❖ **The engineer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
 - ❖ **Environment and sustainability:** Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
 - ❖ **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
 - ❖ **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
 - ❖ **Communication:** Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
 - ❖ **Project management and finance:** Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
 - ❖ **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- ❖ It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively.
- ❖ Emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every corner to cast its rays towards empowering business excellence in the Industry and



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approaches through Case based study, Internship and on-job training method.

- ❖ Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with demands and challenges.

COURSE OUTCOMES (COs)

Regulation	2021
Sem	01
Subject Code	BA4101
Subject Name	Statistics for Management
Course Outcome	CO1: To facilitate objective solutions in business decision making. CO2: To understand and solve business problems CO3: To apply statistical techniques to data sets, and correctly interpret the results CO4 To develop skill-set that is in demand in both the research and business environments. CO5: To enable the students to apply the statistical techniques in a work setting.

Regulation	2021
Sem	01
Subject Code	BA4102
Subject Name	Management Concepts and Organizational Behavior
Course Outcome	CO1: Understanding of various management concepts and skills required in the business world. CO2: In-depth knowledge of various functions of management in a real time management context CO3: Understanding of the complexities associated with management of individual behavior in the Organizations CO4: Develop the skill set to have manage group behavior in Organizations. CO5: Insights about the current trends in managing organizational behavior .

Regulation	2021
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Subject Code	BA4103
Subject Name	Managerial Economics
Course Outcome	CO1: To introduce the concepts of scarcity and efficiency. CO2: To explain principles of microeconomics relevant to managing an organization CO3: To describe principles of macroeconomics CO4: To have the understanding of economic environment of business. CO5: To study about the policies that regulate economic variables

Regulation	2021
Sem	01
Subject Code	BA5104
Subject Name	Accounting for Decision Making
Course Outcome	CO1: A thorough grounding of financial accounting concepts CO2: To Preparation of financial statement analysis CO3: Understand the management and cost accounting techniques CO4: Apply the management and cost accounting techniques for decision making CO5: Assess the accountancy standards of practices in India

Regulation	2021
Sem	01
Subject Code	BA4105
Subject Name	Legal Aspects of Business
Course Outcome	CO1: Understand the fundamental legal principles in developing various contracts and commercial laws in the business world CO2: Identify the common forms of business associations and elements of Corporate Governance CO3: Develop insights regarding the laws related to industrial environment CO4: Ability to understand the fundamentals of corporate tax and GST CO5: Understand the role of consumer rights and cyber laws in the modern business environment

Regulation	2021
Sem	01



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Subject Name	Information Management
Course Outcome	CO1 Learn the basics of data and information system. CO2: Understand the system development methodologies CO3: Understand database management system and its types. CO4: Learn the various technologies in information system and its security. CO5: Gains knowledge on effective applications of information systems in business.

Regulation	2021
Sem	01
Subject Code	BA4032
Subject Name	Entrepreneurship Development
Course Outcome	CO1: The learners will gain entrepreneurial competence to run the business efficiently CO2: The learners are able to undertake businesses in the entrepreneurial environment CO3: The learners are capable of preparing business plans and undertake feasible projects. CO4: The learners are efficient in launching and develop their business ventures successfully CO5: The learners shall monitor the business effectively towards growth and development.

Regulation	2021
Sem	01
Subject Code	BA4111
Subject Name	Indian Ethos
Course Outcome	CO1: The learners are able to apply the basic concepts of Indian ethos and value systems at work CO2: The learners can handle issues of business ethics and offer solutions in ethical perspectives CO3: The learners are professionally efficient and skilful in value systems and culture. CO4: The learners are capable in ethically manage business towards well being of the society. CO5: The learners can be socially effective in undertaking business responsibilities.

Regulation	2021
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Sem	01
Subject Code	BA4112
Subject Name	Business Communication (Laboratory)
Course Outcome	CO1: Develop good managerial communication skills . CO2: Ability to excel in different forms of written communication required in a business context. CO3: Develop good presentation skills. CO4: In-depth understanding of interview skills. CO5: Ability to prepare Business reports.

Regulation	2021
Sem	02
Subject Code	BA4201
Subject Name	Quantitative Techniques for Decision Making
Course Outcome	CO1: Linear programming in product mix decisions CO2: Transportation and assignment in logistics and job allocation scenarios. CO3: Game theory and heuristics of decision making in real time decisions CO4: Inventory management and replacement models in manufacturing context CO5: Queuing and simulation in real time scenario optimisation

Regulation	2021
Sem	02
Subject Code	BA4202
Subject Name	Financial Management
Course Outcome	CO1: Identify the concepts of financial decision of an organisation CO2: Recognize the time value of money CO3: Learn the capital budgeting and cost of capital techniques CO4: Understand how to decide the decision of capital structure and distribution of dividend CO5: Assess the short-term and long-term sources of finance

Regulation	2021
Sem	02
Subject Code	BA4203



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Course Outcome	CO1: Students would have gained knowledge on the various aspects of HRM CO2: Students will gain knowledge needed for success as a human resources professional. CO3: Students will develop the skills needed for a successful HR manager CO4: Students would be prepared to implement the concepts learned in the workplace. CO5: Students would be aware of the emerging concepts in the field of HRM
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Regulation	2021
Sem	02
Subject Code	BA4204
Subject Name	Operations Management
Course Outcome	CO1: Understanding of the evolution of operations management practices and world class manufacturing processes CO2: Knowledge about capacity planning, strategic sourcing and procurement in organizations CO3: Enhances the understanding of product development and design process CO4: Ability to forecast demand and overcome bottlenecks. CO5: Provides insight to Quality management tools and practices

Regulation	2021
Sem	02
Subject Code	BA4205
Subject Name	Business Research Methods
Course Outcome	CO1: Students will understand and appreciate scientific inquiry CO2: Students would know to write research proposals CO3: The students would be able to undertake a systematic outlook towards business situations for the purpose of objective decision making, and the method of conducting scientific inquiry to solve organizational problems CO4: Students would be able to analyze data and find solutions to the problems. CO5: Students could prepare research reports

Regulation	2021
Sem	02



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Subject Name	Business Analytics
Course Outcome	CO1: Ability to understand the role of Business Analytics in decision making CO2: Ability to identify the appropriate tool for the analytics scenario CO3: Ability to apply the descriptive analytics tools and generate solutions CO4: Understanding of Predictive Analytics and applications CO5: Knowledge of Prescriptive Analytics and demonstrating business process improvement

Regulation	2021
Sem	02
Subject Code	BA4207
Subject Name	Marketing Management
Course Outcome	CO1: Applied knowledge of contemporary marketing theories to the demands of business and management practice. CO2: Enhanced knowledge of marketing strategies for consumer and industrial marketing CO3: Deep understanding of choice of marketing mix elements and managing integrated marketing channels CO4: Ability to analyze the nature of consumer buying behaviour CO5: Understanding of the marketing research and new trends in the arena of marketing

Regulation	2021
Sem	02
Subject Code	BA4211
Subject Name	Business Ethics
Course Outcome	CO1: The learners can handle issues of business ethics and offer solutions ethical perspectives . CO2: The learners are able to apply the basic concepts of Indian ethos and value systems at work. CO3: The learners can handle issues of business ethics and offer solutions in ethical perspectives CO4: The learners are professionally efficient and skilful in value systems and culture CO5: The learners are capable in ethically manage business towards well being of the society. CO6: The learners can be socially effective in undertaking business responsibilities.



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Regulation	2021
Sem	02
Subject Code	BA4212
Subject Name	Data Analysis and Business Modeling
Course Outcome	CO1: Deep knowledge about the nature of data and conducting hypothesis testing using various data analysis techniques. CO2: Facilitates to identify the relationship between variables using data analytical tools. CO3: Provides understanding about forecasting in real time business world using analytical tools. CO4: Ability to conduct Risk and sensitivity analysis and portfolio selection based on business data CO5: Enhances knowledge about networking, inventory models and queuing theory using data analytical tools.

Regulation	2021
Sem	03
Subject Code	BA4301
Subject Name	Strategic Management
Course Outcome	CO1: Ability to understand the Strategic management process and social responsibility of business organizations. CO2: In-depth understanding about the need for developing competitive advantage for organizations. CO3: Provides insights into various corporate and business level strategies. CO4: Facilitates to identify the various control systems required for organizational strategy implementation process CO5: Enhances the cognitive knowledge about various strategic issues and development of new business models.

Regulation	2021
Sem	03
Subject Code	BA4302
Subject Name	International Business
Course Outcome	CO1: In Depth knowledge of driving factors of international Business. CO2: Understanding of theories of trade and investment practiced in the global world. CO3: Deep Insights in to various market entry strategies followed by Global Organizations.



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	determination system CO5: Enhance the cognitive knowledge of managing business across the cultures.
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Regulation	2021
Sem	03
Subject Code	BA4302
Subject Name	Creativity and Innovation
Course Outcome	CO1: Provides insights about approaches to creativity and innovation. CO2: Understanding of heuristic models and its applications. CO3: Enhances the knowledge of nature of creativity. CO4: Ability to apply creativity in problem solving CO5: Knowledge about radical and disruptive models of innovation.

Regulation	2021
Sem	03
Subject Code	BA4001
Subject Name	Security Analysis and Portfolio Management
Course Outcome	CO1: Understand the concept of investment and identify the investment alternatives to investor. CO2: Learn the nuances of fundamental analyses and technical analyses. CO3: Analyze and evaluate the value of securities. CO4: Explain how to construct an efficient portfolio CO5: Explore the various methods through which portfolio evaluation could be done.

Regulation	2021
Sem	03
Subject Code	BA4002
Subject Name	Financial Markets
Course Outcome	CO1: Understanding the basic concepts of the finance markets in India. CO2: Identify the underlying structure and functions of Indian financial markets



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	CO4: Learn about the trading mechanism in stock market. CO5: Describe the instruments, participants and trading in debt market.
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Regulation	2021
Sem	03
Subject Code	BA4003
Subject Name	Banking and Financial Services
Course Outcome	CO1: Understand the overall structure and functions of Indian Financial System. CO2: Gain knowledge about regulations governing the Indian Banking system. CO3: Price various types of loans proposed by banks to various prospective borrowers with different risk profiles and evaluate the performance of banks. CO4: Familiarize the students with the concept of e-banking. CO5: In-depth understanding of fee-based and fund-based financial services in India.

Regulation	2021
Sem	03
Subject Code	BA4009
Subject Name	Consumer Behaviour
Course Outcome	CO1 Consumer orientation and consumption. CO2: Intrinsic influences. CO3: Effects of external influences. CO4: Models of consumer and industrial buying. CO5: The decision making process.

Regulation	2021
Sem	03
Subject Code	BA4010
Subject Name	Integrated Marketing Communication
Course Outcome	CO1: To review and give a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media. CO2: This course introduces students to the essential concepts and



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	<p>CO3: To Know how IMC fits into the marketing mix.</p> <p>CO4: To develop an awareness about marketing communications tools, and how each can be used effectively- individually or in an integrated mix.</p> <p>CO5: To examine the process by which integrated marketing communications programs are planned, developed, executed and measured.</p>
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Regulation	2021
Sem	03
Subject Code	BA4011
Subject Name	Service Marketing
Course Outcome	<p>CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.</p> <p>CO2: Develop and justify marketing planning and control systems appropriate to service-based activities.</p> <p>CO3: Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.</p> <p>CO4: Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.</p> <p>CO5: Recognize the challenges faced in services delivery as outlined in the services gap model.</p>

Regulation	2021
Sem	03
Subject Code	BA4016
Subject Name	Industrial Relations an Labour Legislation
Course Outcome	<p>CO1: Industrial relations system and Trade unions.</p> <p>CO2: Industrial Disputes and labour welfare measures.</p> <p>CO3: Labour legislation introduction and legal provisions for factory workers, wages and Bonus.</p> <p>CO4: Legal provisions for equal remuneration, gratuity, compensation, industrial employment and Apprenticeship.</p> <p>CO5: Legal provisions for EPF, ESI, Maternity, contract labours, and child labour prevention.</p>

Regulation	2021
Sem	03



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Subject Code	BA4017
Subject Name	Organisational Design, Change and Development
Course Outcome	CO1: The fundamentals of organizational design and structure. CO2: Change process, types, and models of change in organizations. CO3: The fundamentals of organizational development. CO4: Organizational development Interventions. CO5 Organizational evolution and sustenance.

Regulation	2021
Sem	03
Subject Code	BA4020
Subject Name	International Human Resource Management
Course Outcome	CO1: The basics of IHRM, models and practices. CO2: Strategic orientation and cultural context towards IHRM. CO3: International practices on recruitment and selection. CO4: International perspectives on Training, development, performance appraisal. CO5 International practices on Compensation management.